



S E A R S , R O E B U C K A N D C O .

Satisfaction Guaranteed or Your Money Back

Spring and Summer, 1943 . . . Chicago

Notice to Customers: No price for any article listed or described herein exceeds the ceiling price for that article as determined under the applicable maximum price regulation issued by the Office of Price Administration. As required by that office, we will, upon request, furnish you with statement of our maximum prices on any of the commodities listed about which you inquire. Sears, Roebuck and Co.



Plaid suit and matching topcoat

in 100% wool tweed, 60% wool, 40% rayonized wool.
 Jacket: collar lined with Bar-Glo rayon with throat guaranteed to wear 2 years. Jacket fronts & lapels guaranteed, with two
 four-groove with a pleat, faced and lined. Coat especially cut to go on inside over suit, and tapered along the
 center back... closed rear at the back hemline. Color: Brown and beige plaid with red and blue outlines.
 Sizes: sizes 12, 14, 16, 18, 20. See size scales, pages 10 and 11. Size: size 14. Weight: 4 lb. 4 oz., 400.
 Shipped from New York. Order and pay savings from the direct mail catalog which sent you this book.
 Available on Easy Terms, 15 down. * 12 @ \$14.99—2-yr. Suit coat \$19.98 * 12 @ \$14.99—1-year suit \$19.98

□ PAGE 3



Our finest all wool tweed suits—

HOUNDSTOOTH CHECK TWEED made 40% new wool with 40% reprocessed wool. Jacket has convertible collar and gored back, lining a Bonwey's rayon crepe, guaranteed to wear for one year. Two six-gored skirt has two side pleats, in front and in back, taped hem line. Color: Houndstooth check in powder-blue-and-white.

Measure: sizes 12, 14, 16, 18, 20. See size scale on page 10. Item cost. Shipping weight, 3 pounds.

★ If U.S. \$44.95—On Day Terms, 10 down . . . cash **44.95**

HERRING-BONE TWEED from famous Bonwey Mills . . . 100% new wool makes a magnificent, rich fabric. Jacket lined with Bonwey's rayon crepe that's guaranteed to wear two years. Jacket has gored back, self-material button. Skirt gored, pleated in front, slanted at waistline in back. Color: Herringbone herringbone design, striped with two shades blue. **Measure:** sizes 12, 14, 16, 18, 20. See size scale on page 10. Item cost. Shipping weight, 3 pounds.

★ If U.S. \$46.95—On Day Terms, 10 down . . . cash **46.95**

★ . . . SEARS, ROEBUCK AND CO. ☐ ☐

Shipped from New York. Order and pay postage from Sears and order house which sent you this book.



Botany all wool flannel

- Truly mail-battered. Made like a man's fine suit. Cut, fitted and sewn for good looks and long wear.
- Collar reinforced with shape-retaining canvas. Flap fronted, lapels and pocket flaps are interlined to roll softly and to hold their shape and
- Sleeves finished in by hand, then machine-stitched.
- Pockets self-lined, and strongly hand-stitched.
- Sleeves, like men's, roll, have open seam at wrist.
- Collar and lapels have stout "hand-stitched" edges.

THE CLASSIC UNBUSTLED STYLE they wear, dressier women have had of all... and the smooth, soft, all-wool flannel that's America's favorite, now combines their beauty in this fine suit. Light-colored blue has pinks, from mid-back, jacket back is four-pocket. Jacket body lined with our better. Real-Gilt may recall that flannel with suit in cotton, sleeves lined in white, to keep flannel fresh. Sleeve and body lining is guaranteed to wear long years. Colors. Size 14 to 16, 18, 20. Size suits in page 16. Size suits color. Shipping weight, 2 lbs. 12 oz. #101-1947-Don Toms, 56 down... each **\$19.98**

Shipped from New York, under any package, from Texas and other states which sell you the best.

STYLING
Super
Value

all wool Gabardine

KERRYBROOKE MAN-TAILORED SUIT

Two fast day become:

- This is also fundamental, and finest quality material . . . tailored like a man's great suit.
- Collar, lapels and pocket flaps are reinforced with a slope-reinforcing canvas.
- Sleeves hand-tailored and then stitched in by machine. Armholes are reinforced with tape. Sleeve joint is seen in by hand.

1995, NEW WOOL WORSTED gabardine . . . with its smooth, silky drape, fine weave and graceful shape that set it apart from all other suit fabrics in the world, looks so tough it's a pleasure . . . and a sense of relief that only such men in other times. Well, indeed as detailed above. Good suit has (Houseline stitching, plain in back and front; jacket took out in two parts, button fast with two. One more thing that is guaranteed to make you great.

Colors: Cordell (on or very blue, brown) only; 10, 14, 16, 18, 20, see size code on page 10. Shipping weight, 3 months. Shipped from New York, Order and pay postage from New York and order before which you'll see the back.

• If I 1995 . . . Cash 1995

Available on, by, there, only 16 days





LIGHTWEIGHT SUITS

Politics and styles that stay fresh on hot days

[illegible][illegible]

LOW-PRICED FLANNELS

*Good quality all wood or part wood units

[illegible]

CARDIAC SYMPTOMS of this child is not all by detachable flaps of wall-like white artery plaque. Throbbing has a glass, cotton-moment hand. Punctate coronary, old infarct, burning chest with cold hand pain. The child is sent to front page. Flashed blackish 47%, ventral wall, 40%, others, Jankin, 10%. Lines of blood cells, veins (all is accompanied to vent 1 party).
 (John: "Child's Heart. (Wiley, 1966) pp. 11, 14, 16, 25, 26. See also table, page 30. Heart size, 100gms weight, 1.5 cm x 1.5 cm x 1.5 cm.)



Three good Suits . . . exceptional at \$12.98 ^{each}

THE BERTON SUIT . . . with jacket styled like a man's . . . is always a winner. True when you, it's top knicker because it looks well and looks comfortable in everyday. Jacket back is nicely lined. Skirted skirt has front and back pleats, are brown green pleating. The fairly warm (Shirley) skirt (two-thirds) 70% wool and 30% rayon. Skirt-like rayon (with jacket lining) is guaranteed to wear 2 years.

Colors: Dark blue or natural. Sizes: 12, 14, 16, 18, 20. Skirt only at right. Skirt, wt., 3 lbs. 4 1/2 oz. Skirt only, color, \$12.98.

THE BOE SUIT . . . has made a great hit in this new casual style. Its collarless neckline is easy to wear . . . goes well with all your blouses, sweaters and dresses. Jacket back is 4-panel. Skirt is well pleated, front and back. The (Shirley) skirt (two-thirds) 70% wool and 30% rayon. Skirt-like rayon (with jacket lining) is guaranteed to wear 2 years.

Colors: Navy or sage blue. Sizes: 12, 14, 16, 18, 20. Skirt only at right. Skirt, wt., 3 lbs. 9 oz. 4 1/2 oz. Skirt only, color, \$12.98.

THE BOE SUIT . . . with the skirt color that you can wear open at the neck or closed. Double stitched seams on the (Shirley) skirt (two-thirds) 70% wool and 30% rayon. Jacket lining is guaranteed to wear 2 years.

Colors: Brown and beige. Sizes: 12, 14, 16, 18, 20. Skirt only at right. Skirt, wt., 3 lbs. 8 oz. 4 1/2 oz. Skirt only, color, \$12.98.

WASHING TO MAKE GOOD FIT. Check your size before you order. Measure bust, waist and hip. Check your measurements against the size table . . . order the best suit nearly corresponds with your measurements. See how to measure on page 176.

WASHING AND MEASUREMENTS

Color	Size	Waist	Bust	Length
12	34	34	34	34
14	36	36	36	36
16	38	38	38	38
18	40	40	40	40
20	42	42	42	42
22	44	44	44	44
24	46	46	46	46
26	48	48	48	48
28	50	50	50	50
30	52	52	52	52
32	54	54	54	54
34	56	56	56	56

FOR FURLOUGH DATES and all your dress occasions

Closets of beautiful, fitting, easy-to-ward dresses in fine quality rayons.
Plus, prints, lawn types and 2 pc. dresses of the 1943 success styles are here.



DAVIS, DRESS NO.
Plus, short-sleeved, knee-length, 15.98
The dress is made of rayon.

DAVIS, DRESS NO.
Plus, short-sleeved, knee-length, 15.98
The dress is made of rayon.

44. SEARS, ROEBUCK AND CO. □

DAVIS, DRESS NO.
Plus, short-sleeved, knee-length, 16.98
The dress is made of rayon.

DAVIS, DRESS NO.
Plus, short-sleeved, knee-length, 16.98
The dress is made of rayon.

44. SEARS, ROEBUCK AND CO. □



DAVIS, DRESS NO.
Plus, short-sleeved, knee-length, 15.98
The dress is made of rayon.

DAVIS, DRESS NO.
Plus, short-sleeved, knee-length, 15.98
The dress is made of rayon.

44. SEARS, ROEBUCK AND CO. □

DAVIS, DRESS NO.
Plus, short-sleeved, knee-length, 15.98
The dress is made of rayon.

DAVIS, DRESS NO.
Plus, short-sleeved, knee-length, 15.98
The dress is made of rayon.

44. SEARS, ROEBUCK AND CO. □



Sears Famous \$4.98 Dresses

IN MISSES' SIZES

These aren't ordinary \$4.98 dresses. Some seasons ago we started out to build a line of \$4.98 dresses that would top anything in the market. We said their styles would have to be right—so good, so simple that you could wear them for years. We said their fabrics must have proven worth...to give long dependable service through wear and cleaning (or washing). We said they'd have to be made our way, with the value features of much more expensive garments. Did we do it? Thousands of enthusiastic customers answer "yes!"

IN MALLINSON FABRICS

For the first time of well-order savings. Securing you the prices of Mallinson fabrics, famous throughout the fashion world.



YOUR BEST BUY BECAUSE:

- Better...pleated, pressed skirt, 18 to 19 inches per inch
- Side Seams...No iron, steam alternative to stress stitching
- Hems...18 to 2 inches, hand or machine bound
- Wrinkles...and price double stitched, double bound
- Pleats...8 in., finished with 3 steps, center fold, eye
- Sleeves...reinforced. But sleeves are made of self bias
- Shoulder Pads...specially machine or hand, padded
- Sleeve Buttons...attached back, button or hand, folded
- Bustlines...are closely spaced and double stitched
- Pockets...not hand cut, up and to match dress fabric
- Collar...finished flat, easy to washing and it is strong



MALLINSON comes cheer

It's only because it's a Mallinson, repeats the cheer good looks and long wear. It's an outfit, and cheer wears look good to you following, and then cheer has long been the cheer of outstanding fashion designers for the better type cheerer. (Look, the cheer is a typical 1940 style, with shoulder interest in the back, a quarter of an inch and ornamental pockets, an easy-fitting good skirt. Dry clean. Colors: Dainty rose, garden blue, navy blue, white, black, 12, 14, 16, 18, 20. See the main page 18, 19, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100. Garments marked 1 on these two pages are shipped from New York. Order and any package from Sears mail order house from which you received this catalog.



NAVY WITH WHITE for your Spring Suit Dress

You'll wear it now, you'll wear it right through the summer - it's made of fashionable rayon fabrics, splendidly lined with fine ribbed seams, generous neck, and real shoulder pads.

NAVY WITH WHITE. A dress with a white collar and a white belt. It's made of navy blue rayon fabric, lined with fine ribbed seams, and has a generous neck and real shoulder pads. **\$5.98**

NAVY WITH WHITE. A dress with a white collar and a white belt. It's made of navy blue rayon fabric, lined with fine ribbed seams, and has a generous neck and real shoulder pads. **\$5.98**

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NAVY WITH WHITE. A dress with a white collar and a white belt. It's made of navy blue rayon fabric, lined with fine ribbed seams, and has a generous neck and real shoulder pads. **\$6.98**

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NAVY WITH WHITE. A dress with a white collar and a white belt. It's made of navy blue rayon fabric, lined with fine ribbed seams, and has a generous neck and real shoulder pads. **\$6.98**

NAVY WITH WHITE. A dress with a white collar and a white belt. It's made of navy blue rayon fabric, lined with fine ribbed seams, and has a generous neck and real shoulder pads. **\$4.98**

NAVY WITH WHITE. A dress with a white collar and a white belt. It's made of navy blue rayon fabric, lined with fine ribbed seams, and has a generous neck and real shoulder pads. **\$4.98**

NAVY WITH WHITE. A dress with a white collar and a white belt. It's made of navy blue rayon fabric, lined with fine ribbed seams, and has a generous neck and real shoulder pads. **\$4.98**



Button news on your best dress

Good quality rayon fabric • **\$4.98 each**
Two big favor-its for Spring

PRETTY JANE, KILLER in the better business this idea of graceful rayon dress. Buttons down both, front follows into the new pop-top style. Front shawl collar gives softness, over buttons. This perfect dress for Easter week and so through summer. Dry cleanable.

Colors: Cadet blue or dark olive drab. Size: 12, 14, 16, 18, 20. Size 16, color. See note, page 19. • 2 1-4007-10; 16, 18, 20, 1-10 1-10, 1-10 1-10

NOVELTY GILD BUTTON—no separate button at the Pop-top dress you'll wear overcoat. You'll adore the fact, shawl collar, the dress with a bow, as shown from photo. In good rayon fabric. Dry clean. This dress is a classic. Perfect idea to provide you. Colors: white, 12, 14, 16, 18, 20. Size 16, color. See note, page 19. • 2 1-4007-10; 16, 18, 20, 1-10 1-10, 1-10 1-10

LUXable rayon shantung

Wrinkle-resistant Crown lined fabric. Hand wash separately. Use iron. **\$3.98 each**

TINY ALL OVER PRINT a dressy adapted to the color type surprise button. Pop-top pattern in the front, shawl collar with 2 large buttons. Shawl collar effect and belt. 1/2" wide shawl collar. Colors: white, 12, 14, 16, 18, 20. Size 16, color. See note, page 19. • 2 1-4007-10; 16, 18, 20, 1-10 1-10, 1-10 1-10

ALL OVER THE PLACE full personality from the smooth shawl collar. It's your favorite shawl collar style but shawl collar spring 1948 in the shawl collar. Note the patch pocket. The white belt. Lovable rayon shantung. Colors: white with gray-green print, 12, 14, 16, 18, 20. Size 16, color. See note, page 19. • 2 1-4007-10; 16, 18, 20, 1-10 1-10, 1-10 1-10

Comments marked • clipped from New York Office. pay postage from mail order house from which you received this catalog

□ 40 PAGE 20A . . . 000000

BORDERS AND BANDS

IN SPUN RAYON

\$3.98
Each

The trending is in the print or contrast. The styles are simple to do any figure, any occasion. Versatile fabrics and fine tailoring make them outstanding values at \$3.98. Why not add them to your wardrobe to your dress sense? If the total amount is \$10 or more, Easy Terms are available. See inside back cover for complete details.



ALCOHOL DOT BORDER PRINT in flame-like spots rayon that is dry Cleanable. Most has broad dived collars. 1 piece each. Colors: white, blue, navy, white with white or luggage brown with white polka dots. *Alcoa's* sizes: 12, 14, 16, 18, 20. See size, page 18.

#21 E-4021—Same size and color. Slips: \$1. 1 to 5 ea. . . . \$3.98

FLYING FLOWER BORDER PRINT 1 pc. ray. dress in tan. Colors: cream, cream rayon that is wrinkle resistant and hand washable in Lane. Colors: Luggage brown or cream blue with white. *Alcoa's* sizes: 12, 14, 16, 18, 20. See size, page 18.

#22 E-4022—Same size and color. Slips: \$1. 1 to 5 ea. . . . \$3.98

COMPLAINT WHITE PRINT in crisp rayon rayon that is wrinkle, easy to wash in Lane. Set in waistband with full dived skirt. Same hand washable give popping effect. Colors: Dainty blue, dainty gold or dainty rose with white print. *Alcoa's* sizes: 12, 14, 16, 18, 20.

#23 E-4023—Same size and color. Slips: \$1. 1 to 5 ea. . . . \$3.98

LYING OR BRIGHT SLIP-ON style in this good quality rayon rayon. That is wrinkle, easy to wash in Lane. Tailored bottom front with matching trim and contrast belt with a flower motif. Colors: Pearl beige, dainty rose, dainty blue. *Alcoa's* sizes: 12, 14, 16, 18, 20. See size, page 18. Size also, color. Slips: \$1. 1 to 5 ea. . . . \$3.98

#24 E-4024—Same size and color. Slips: \$1. 1 to 5 ea. . . . \$3.98

FLYING FLOWER BORDER PRINT in this wrinkle type dress. In good quality rayon, rayon rayon, that is wrinkle, easy to wash in Lane. Fly band closing. Colors: Navy with dainty spots or dainty spots with white. *Alcoa's* sizes: 12, 14, 16, 18, 20. See size, page 18. Size also, color. Slips: \$1. 1 to 5 ea. . . . \$3.98

#25 E-4025—Slips: \$1. 1 to 5 ea. . . . \$3.98

Garments marked * on these two pages shipped from New York, Under, pay postage from home mail order house which sent you this catalog.

PLAIN OR TRIMMED
NEW SPRING RAYONS

\$3.98.

All the style features the fashion magazines have been talking about—contrast yokes, shirred pockets, suppressed pleats, pom-poms, button-tops and all the new low lozenge price of only \$3.98. Fashion proof that it saves you money to buy by mail. For proper fit, check your size, see how to measure instructions on page 27A.



A) COLORFUL YOKES TREATMENT gives a dress-up look to this sport rayon crepe, city dress, frock. Rayon in new short and long suppressed pleats. Color: Navy with crepe front trim, black with buckram over trim. *Wearer's size: 12, 14, 16, 18, 20. See size table, page 21.*
#912 4562—Four color and color. Shpg. wt., 1 lb. 8 oz. \$3.98

B) BERENBERG RAYON SHEER demure short-sleeved frock. Soft full tone through bodice is accented with shirred pockets, narrow buttons. Band waists in Lurex. Color: Capri blue, new or navy all-over decorated print. *Wearer's size: 12, 14, 16, 18, 20. See size table, page 21.*
#912 4563—Four color and color. Shpg. wt., 1 lb. 8 oz. \$3.98

C) FLATTERING LONG TUNED BODICE for simply. Suppressed pleats in skirt. Frilly white-lace collar and cuffs are detachable. Pom-pom. *Wearer's size: 12, 14, 16, 18, 20. See size table, page 21.*
#912 4564—Four color and color. Shpg. wt., 1 lb. 8 oz. \$3.98

D) CALIFORNIA TYPE JUMPER popular button-front style of sport rayon city dress. Soft full tone back. Supra skin. French tone rayon crepe trim, hand waists in Lurex. Color: Navy pom-pom white fabric with navy white stretch trim. *Wearer's size: 12, 14, 16, 18, 20. See size table, page 21.*
#912 4565—Four color and color. Shpg. wt., 1 lb. 8 oz. \$3.98

E) RAYON GARDENING new shirt to wear tailoring in the short-sleeved rayon. Shirred bodice buttons and belt buckle. Short has back skirt trim. 3 pure back, full back. Rayon stretch. Color: Navy, pastel green. *Wearer's size: 12, 14, 16, 18, 20. See size table, page 21.*
#912 4566—Four color and color. Shpg. wt., 1 lb. 8 oz. \$3.98



Garmets marked * on these 2 pages shipped from New York. Order, pay postage from New York office. Order from which you received this catalog.

LUXABLE RAYONS,
RAYON MIXTURES

\$2.59.

You'll go a long way to find dresses as nice as these at this low price. Look at the styles—sassy, varied, lots of work on them. Look at the fabrics—many have been used in higher-priced garments. Washable—easy to keep spot and stain free. Lurex adds—no extra expense for evening.



A) TRIM PIN-CHERED RAYON MARSEILLE in washable good quality blend a higher priced dress. Colorful contrasting bottoms and belt add distinction to this favorite fashion dress. Clever! Black-and-white pin-check. *Measure* sizes 12, 14, 16, 18, 20 (see size scale on page 18).
#211-4288—Dress size 14. Rayon, wt. 1 lb. 5 oz. \$2.59

B) CHARM WHITE BARS AND WHITE CLOTHES accent the pretty floral print. Blackie shawl collar pointed collar. Lurex. Remains upon rayon fabric in hand washable in Lure. Colors: Faded Blue, green or red ground floral print. *Measure* sizes 12, 14, 16, 18, 20 (see size scale on page 18).
#211-4289—Dress size and color. Rayon, wt. 1 lb. 5 oz. \$2.59

C) YOUNG POLKA DOT DRESS that is one of the season's most important sections of the top top. Paper crinkled waist. Polka dots, gathered pleated skirt in front. In nearly 100% rayon and 10% cotton fabric. Colors: Luggage brown or medium blue, each with white. *Measure* sizes 12, 14, 16, 18, 20.
#211-4290—Dress size and color. Rayon, wt. 1 lb. 5 oz. \$2.59

D) LURE BUTTON-FRONT PRINTING accented by trap white on lustrous, homewashable white color fabric. Lure. Dark blue. Upon rayon fabric in hand washable in Lure. Colors: Aqua, color. *Measure* sizes 12, 14, 16, 18, 20 (see size scale on page 18). *Size* size and color.
#211-4291—Dress size and color. Rayon, wt. 1 lb. 5 oz. \$2.59

E) LURE BUTT DRESS that is a proven style success. Tailored, with darts at the waist to add smoothness. Lure. Dark blue with Lurex and white with other darts. Washable rayon and cotton. 100% rayon. 100% cotton. Colors: Luggage brown, dark blue. *Measure* sizes 12, 14, 16, 18, 20 (see size scale on page 18).
#211-4292—Dress size and color. Rayon, wt. 1 lb. 5 oz. \$2.59

* green, purple * on dress two pages are shipped from New York. Order and pay postage from there and order have marked on this catalog cover.

BARGAIN RAYON MIXTURES

\$1.98.

Now budget costs to be smartly dressed when you shop at Sears. Choose a gay print in your favorite style to wear now, and on through the season. Add other merchandise to your dress order if the total amounts to \$10 or more. Easy Terms are available on the made-to-order.



A) PLUNGING V NECKLINE on this softly draped surplice bodice is wonderfully flattering. 4-way stretch knit two piece bodice. Clean cut skirt in fabric. Colors: (10% rayon, 40% cotton) hand washable in Lava. Colors: Dainty rose, dusty blue or sage. *Measure* waist 12, 14, 16, 18, 20 See size chart, page 13. #311-4084-Style rose and color. Skirt wt., 1 lb. 6 oz. \$1.98

B) BUTTON FRONT FAVORITE with a cool, breezy pattern in wear right now and all through summer. Nicely made with 2 button pockets, button trim. Hand washable in Lava fabric. Colors: Luggage brown, sage or sage, each with white print. *Measure* waist 12, 14, 16, 18, 20. #311-4085-Style sage and color. Skirt wt., 1 lb. 6 oz. \$1.98

C) A BASIC-TYPE DRESS with soft draping at the shoulders. *Measure* waistline into the neck and all around waist. Sleeve white. Dress on the skin, pattern and color. Hand washable in Lava fabric. Colors: (10% rayon, 40% cotton) Colors: Blue, capri, medium green with white print. *Measure* waist 12, 14, 16, 18, 20. #311-4086-Style rose and color. Skirt wt., 1 lb. 6 oz. \$1.98

D) COOL, COMFORTABLE CLOTHING featuring 10 different fabrics. Soft white print on a color in wear spring and summer. Hand washable in Lava. Colors: (10% rayon, 40% cotton) Colors: Luggage brown, sage, blue, (sage) green with white print. *Measure* waist 12, 14, 16, 18, 20. See size chart, page 13. #311-4087-Style rose and color. Skirt wt., 1 lb. 6 oz. \$1.98

E) NEATLY TUCKED FRONT with a soft button effect in this popular short-sleeved dress. Comforty quilt front skirt. Hand washable in Lava. Colors: (10% rayon, 40% cotton) Colors: Luggage brown, sage, blue, (sage) green with white print. *Measure* waist 12, 14, 16, 18, 20. See size chart, page 13. #311-4088-Style rose and color. Skirt wt., 1 lb. 6 oz. \$1.98



Customer marked # are shipped from New York. Order and pay postage from Sears and order label from which you received the catalog.

POPULAR PRICED
RAYON DRESSES

\$2.98
each

Whatever your type, whatever the occasion. Search for selection of fashionable rayon dresses, includes your favorite fit, checks, solids, florals and polka dots tailored or demure. All are made with draping and finish of higher priced dresses, but they cost you only \$1.98 at Sears-Roebuck. Buy fashions by mail and save!



A) SMOCKED YOK dresses up this popular fit dress style. Crisp, fitted skirt belted with good back, for easy fit. Full skirt, both. Good quality rayon crepe will give you service. Day dressable. Wear it for best on evening. Colors: Solid blue or red. Sizes' sizes 12, 14, 16, 18, 20. Size and color. # 21 2 4221-Shop weight, 1 pound 8 ounces. \$2.98

B) JUNIOR REC-BAY an elastic novelty dress, rayon in a pleated fit. All summer dress. Current pattern given the new way, topped back to the full skirt. Hand wash, especially in Low Colors. Blue and white or red and white, check. Sizes' sizes 12, 14, 16, 18, 20. Check your size, fit size scale, page 18. Size and color. # 11 2 4222-Shop weight, 1 pound 8 ounces. \$2.98

C) BIG SPARKLY PRINT button front, flared in good quality rayon rayon, that is washable, washable, fadeable. You'll find the important points and achieve a perfect fit for this dress. Full skirt with belted waist line. Colors: Red and white, green and white, green and white, green and white. Sizes' sizes 12, 14, 16, 18, 20. Size and color. See size scale, page 18. # 21 2 4223-Shop weight, 1 pound 8 ounces. \$2.98

D) BLACK & RED and large geometric design on this easy-to-wear dress. Contrasting line-like rayon rayon, that keeps as well as good look all through the day. Day dressable. Colors: Luggage brown or navy, each with white trim. All sizes' sizes 12, 14, 16, 18, 20. Size and color. See size scale, page 18. # 11 2 4224-Shop weight, 1 pound 8 ounces. \$2.98

E) POINTED MIMICRY INSERT gives smooth line through the middle. Solid pattern skirt makes easy to wear. Day dressable. Colors: Luggage brown or navy, each with white trim. All sizes' sizes 12, 14, 16, 18, 20. Size and color. See size scale, page 18. # 21 2 4225-Shop weight, 1 pound 8 ounces. \$2.98

Buy good clothes—why not pay by the month.
See Sears and Roebuck Plan, inside back cover.

2.98

Additional more handling in your order
order if the total amounts to \$10 or
more, Easy Terms are available
for credit back order.

□ 4. Page 31 ...

Kenneth



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PIQUE and GINGHAM...top quality, top-fashion washable cottons

Buy their special priced future may be short, so fashion right or all right with a little thought and planning. Plus, choose men's shirts that a good deal in their sturdy fabrics. And a little bit of generous sales.



WHITE DRESS...
 Short-sleeved, button-down
 dress in white with small
 dots. \$3.98

FLORAL DRESS...
 Short-sleeved, button-down
 dress in white with large
 red and blue floral pattern.
 \$3.98

PLAID DRESS...
 Short-sleeved, button-down
 dress in green and white
 plaid. \$2.98

POLKA DOT DRESS...
 Short-sleeved, button-down
 dress in pink and white
 polka dots. \$2.98

Searspride dresses with a fine wash and wear reputation

Not only famous for wear, but famous for smart style, too. Bright young women adore them some with rayon added for better texture. That prove you can dress well on very little at Sears. Sturdy stitching, maximum width skirts.

198



RIC RITZ® **SLICED-AND-DIEP** are cool, sharp, round granules are an big demand. It's unique 14 x round flat to shape while smooth for the excellent and proven detail as it gives greater emphasis to the point. You'll love the quality of this cool, lively, smooth Ritz, online and 100% online.

Gallery: Town, Boat or water. Many
pages 11, 12, 13, 14. For more pages
see page 15. (Note: see and refer
to P. 15. Many are 15. . . .)

[illegible]

1000

[illegible]

WYOMING CROCHAM PLAND: A fine, dry, dark, or Eastern forest tree. Bark yellow, 1 for a burning stick. Fruit red, has the carmine color of a fresh gathered stick before a seed is laid. Shell is broken for easy consumption. Bark and young branches are used for tea.

Figure 1 shows the results of the analysis. The results show that the mean score for the 12 items was 1.74 (SD = 0.74). The results show that the mean score for the 12 items was 1.74 (SD = 0.74). The results show that the mean score for the 12 items was 1.74 (SD = 0.74).

Cameras marked. If we shipped from Ka van Corp. (China) pay postage from Korea and add Korea tax and city taxes.

BE WELL-DRESSED the day long in Sears fresh percale prints

Such a little price for dresses you'll be proud to wear anywhere.
Neatly made in our standard workable coffers. Will wear beautifully.

\$1.59⁹⁶



STRIPED COAT DRESS. America's pet shirtwaist style—wonderful for work. Easy to wear with, no fussing at all. Underneath—sweater, jacket, top, blouse and diagonally just something there to start, added variety to the plain and perfect. Remember too, it's easy-making percale. Colors: Red and white or capricious blue-and-white. Sizes: sizes 12, 14, 16, 18, 20. See size card on page 18. State size and color. 47 E. South-Elgin, Ill. 1-16. \$1.59

BAUBLE STYLE. popular shirt-style dress for those who like to flatter the figure and look young and pretty. Colorful flowered dress, a screened waist to go. Be moved to want one to make it easy to slip into. A subtle percale knit, hands up under heart wear. Colors: 1. green (sage) green, white and blue, white. 2. white and blue. 3. 4. 5. 6. 20. See size card on page 18. 47 E. South-Elgin, Ill. 1-16. \$1.59

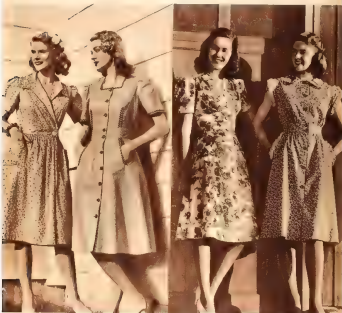
PERCALE WHITEPICK. let into the big world for colors and make one of the most favored styles of the season. It's easy to wear for work or dress. Large, round, shaped pockets and fitted pleated skirt. Lots of color for the money. Colors: Navy-and-white or red-and-white. Sizes: sizes 12, 14, 16, 18, 20. See size card, page 18. State size and color. 47 E. South-Elgin, Ill. 1-16. \$1.59

GLASSY PRINTS are fashion now. Here they are effectively used in a new screen look of badly wrinkled percale with deep V-neckline accented by a single large button. Colored striped bands for plenty of freedom. Good skirt smooth to bottom of torso. Colors: Navy or rose grounds. Sizes: sizes 12, 14, 16, 18, 20. See size card, page 18. State size and color. 47 E. South-Elgin, Ill. 1-16. \$1.59

WASHABLE BUTTON-UPS... easy-on Cottons, ideal for work

Packed with value, packed with style These good standard cottons make dressing easy and wash day simple. Well made, shirtdy stitched

\$1.59 to



BEVERLY COAT is a new trend just today in fashion. It's a new women's standby. Young and middle-aged alike like it. It's there for plenty of exposure. The good quality washable gives you more than it's worth.

Misses' sizes 12, 14, 16, 18, 20. See how easy to wear it is. Washable. 100% cotton. 40% extra. Washable. 100% cotton. \$1.59

STYLISH COAT DRESS with light and dark stripes. It's a new trend just today in fashion. It's a new women's standby. Young and middle-aged alike like it. It's there for plenty of exposure. The good quality washable gives you more than it's worth.

Misses' sizes 12, 14, 16, 18, 20. See how easy to wear it is. Washable. 100% cotton. 40% extra. Washable. 100% cotton. \$1.59

BRIGHTLY BRIGHT PRINT is a new trend just today in fashion. It's a new women's standby. Young and middle-aged alike like it. It's there for plenty of exposure. The good quality washable gives you more than it's worth.

Misses' sizes 12, 14, 16, 18, 20. See how easy to wear it is. Washable. 100% cotton. 40% extra. Washable. 100% cotton. \$1.59

BUTTON FRONT is the latest, shirtdy style that has meant easy comfort to so many women. Most dress prints in handy material with white capy ruffles. Not a hand above a beautiful patterned skirt. Washable. 100% cotton. 40% extra. Washable. 100% cotton. \$1.59

Misses' sizes 12, 14, 16, 18, 20. See how easy to wear it is. Washable. 100% cotton. 40% extra. Washable. 100% cotton. \$1.59



BARGAIN PERCALES

Why not look pretty around the house when these washables are priced so low?

A) THE MIDWEST DRESS is a long, short-sleeved dress in a flattering style. Heavy when piping points up on good lines. V-neckline suits for a snug waist. Sizes: 12, 14, 16, 18, 20. See our store on page 18. **Shirley**—Shirley, 1 pound. **\$1.29**

B) THE CHECKED DRESS has four and a half inch gathered skirt below a set in back. Tie-back with Coler. Navy and white green and white or cream and white. Sizes: 12, 14, 16, 18, 20. See our store on page 18. **Shirley**—Shirley, 1 lb. **\$1.29**

C) THE STRIPED DRESS is a top, the back from tucked back. Thin new, short-sleeved, button, contrasting buttons. Coler. Red and white or cream and white. Sizes: 12, 14, 16, 18, 20. See our store on page 18. **Shirley**—Shirley, 1 lb. **\$1.29**

D) THE PINK DOT DRESS is a top, the back from tucked back. Thin new, short-sleeved, button, contrasting buttons. Coler. Red and white or cream and white. Sizes: 12, 14, 16, 18, 20. See our store on page 18. **Shirley**—Shirley, 1 lb. **\$1.00**

E) THE BROWN DRESS is a top, the back from tucked back. Thin new, short-sleeved, button, contrasting buttons. Coler. Red and white or cream and white. Sizes: 12, 14, 16, 18, 20. See our store on page 18. **Shirley**—Shirley, 1 lb. **\$1.00**



DINE AND DANCE

DATE DRESSES

For Juniors

Pick the dress you'll wear for your big moment. Look, the dress-up crop. The perfect one is here, for it's just enough dating, dancing, coming or just waiting to look your best.

JUNIOR'S DRESS

See how the dress you prefer fits. See how the dress you prefer fits. See how the dress you prefer fits.

Order size 8 10 12 14 16 18 20
 Colors 1234 1234 1234 1234 1234
 Colors 1234 1234 1234 1234 1234
 Colors 1234 1234 1234 1234 1234
 Colors 1234 1234 1234 1234 1234



A) YOUNG FAVORITE DRESS—you've seen it everywhere at higher prices. Curved front with solid color ruffled trim. Fine and so elegant. Day dress. Colors: Royal blue or powder rose, each with white ruffles. Junior's sizes 8 10 12 14 16 18 20
 # 312 402—Slips, wt. 1 lb. 6 oz. See our scale above **\$4.98**

B) PRIDE DRESS—in open rayon bodice front, a stretch line takes into the back, feel and movement of linen. Day dress. Colors: Royal blue or powder rose, each with white ruffles. Junior's sizes 8 10 12 14 16 18 20
 # 312 402—Slips, wt. 1 lb. 6 oz. See our scale above **\$4.98**

C) BAYON CREEP, BODICING with the back. Just being broken. Looking about. Junior's choice for little girl but this dress should be in in your pocket. Day dress. Colors: Royal blue or black. Junior's sizes 8 10 12 14 16 18 20
 # 312 402—Slips, wt. 1 lb. 6 oz. See our scale above **\$4.98**

D) 2 PINKY DRESS—in open rayon with material applied over and over to stretch. Back well given. (Just, almost all. This dress has in your pocket. Day dress. Colors: Royal blue or black. Junior's sizes 8 10 12 14 16 18 20
 # 312 402—Slips, wt. 1 lb. 6 oz. See our scale above **\$4.98**

E) CALIFORNIA DRESS with dancing high neckline and corded open front. In open rayon, lined with material in front. Junior's choice for little girl but this dress should be in in your pocket. Day dress. Colors: Royal blue or black. Junior's sizes 8 10 12 14 16 18 20
 # 312 402—Slips, wt. 1 lb. 6 oz. See our scale above **\$4.98**

Garments marked A to E are in stock. Shipped from New York. Order and pay for your own. (We must order from which you received this catalog.)

EVERYDAY RAYON
STYLES FOR JUNIORS

\$3.98
each

You can wear these dresses 'round the clock and through the seasons. They're the latest styled, long-wearing styles that juniors clamor for and never seem to have enough of. They're good quality rayons with all the little details that you'd pay more for in past seasons. You can pack a complete wardrobe at this popular price and be set for the whole summer through. For busy easy terms, see inside back cover.



A) FULL TIERED SKIRT has contrast piping and colorful applique trim to make this look a great favorite with juniors. Tie-back belt. Good quality rayon crepe. Dry clean. Colors: Navy or black. Junior's skirt 9, 11, 13, 15, 17. Size one and color. # 31 F 4126—See size table, page 33. Skirt wt., 1 lb. 8 oz. \$3.98

B) TWO-TONES give a 2-pc. look in your favorite detail. Colorful applique trim, tie-back belt. Rayon shantung. Dry clean. Colors: Kameoall green or fuchsia. Junior, each with beige top. Junior's skirt 9, 11, 13, 15, 17. Size one and color. # 31 F 4126—See size table, page 33. Skirt wt., 1 lb. 8 oz. \$3.98

C) PIECE KIDNEY TYPE is open rayon, always a great favorite. Monogram design trim on one fitting nicely top. All round pointed skirt. Dry clean. Colors: Modern blue or red. Junior's skirt 9, 11, 13, 15, 17. Size one and color. # 31 F 4126—See size table, page 33. Skirt wt., 1 lb. 8 oz. \$3.98

D) CLUSTER FRONT TUCES trim this new dress that's never sold before at this low price. Colorful neckline, set in waistband slash pockets. In good quality rayon shantung. Wash separately. Size LUX. Colors: White, blossom pink, blossom blue, blossom yellow. Junior's skirt 9, 11, 13, 15, 17. Size one, color. # 31 F 4126—See size table, page 33. Skirt wt., 1 lb. 8 oz. \$3.98

E) DRILL SPUN RAYON looks with subtle stitching to bring out its smooth pleated front. Generous box pleats in front and back skirt. Dry clean. These low creases. Colors: Forest green navy or mossy each with subtle stitching. Junior's skirt 9, 11, 13, 15, 17. Size one and color. # 31 F 4126—See size table, page 33. Skirt wt., 1 lb. 8 oz. \$3.98



Buy by mail from Sears, Roebuck and Co.
Sears Dept. 1, Dept. 2, Dept. 3, Dept. 4

X page 20 - continue

THRIFTY RAYONS and RAYON MIXTURES

Junior sizes 9 to 17

Neatly made and values at these low prices. The styles that Juniors never seem to have enough of with all the newest style tricks the 9 to 17 size range wears about. Dandier prints, little-girl effects and jacket types. All made with the important little details for which these Junior dresses are famous.

Easy Terms are available
We make back orders



a) THE SAILOR DRESS is tops for Juniors. In firm wrangl' open neck, it has dandierest prettiest lines that do so much for the young figure. Sail' coll collar and sailor boat tie. Tie-back belt. They dress.

Color Navy with red and white trim. Junior's sizes 9, 11, 13, 15, 17. Size one. To measure, see page 35. Skirt wt., 1 lb. 5 oz.
20 2 4112 \$2.99

b) FITTED 3-PIECE SUIT in sport rayon takes an important place in your wardrobe. Jacket has high button closing. Little girl collar, 20-cm. trim. Full gathered skirt on waist yoke. Hand washable. Colors: Red and white check or blue and white check. Junior's sizes 9, 11, 13, 15, 17. Size one, color. See note, page 35. Skirt wt., 1 lb. 5 oz.
21 2 4117 \$2.98

c) SWEETIE BORDER PRINT DRESS. New dandier print dress made in a sporty softline. Set in waistline has tie-back belt. Colors: navy rayon, white rayon. Made in Lux. Colors: Red or copper, each with white border print. Junior's sizes 9, 11, 13, 15, 17. Size one. See note. Skirt wt. 1 lb. 5 oz.
20 2 4120-Size one color. Skirt wt. 1 lb. 5 oz. \$2.99

d) FULL TIERED SKIRT set off with crisp white button makes it a Junior's favorite. Long tiered, button front bodice has little girl collar. Can also wear as 10% rayon, 10% rayon. Hand washable in Lux. Colors: Flannel green, and blue or hazel brown, each with white polka dot. Junior's sizes 9, 11, 13, 15, 17. See size note, page 35.
20 2 4121-Size one color. Skirt wt., 1 lb. 5 oz. \$2.98

e) FRICKED FOR JUNIORS. The Georgia Glistening line of the long same style as 10% rayon, 10% rayon. Featured in the skirt with broad belt and 2-pm. back. Tie button closing. Color: Red and white. Junior's sizes 9, 11, 13, 15, 17.
21 2 4114-Size one. See size note, page 35. Skirt wt., 1 lb. 5 oz. \$2.98

Garments are styled in one time 1 page are shipped from New York. Order and pay postage from here and later have merchandise you received this catalog

A vintage fashion illustration featuring three women in 1940s attire. The woman on the left wears a black strapless tube top and a dark, pleated skirt. The woman in the center wears a light blue dress with a prominent red bow at the waist and a red collar. The woman on the right wears a dark, short-sleeved dress with a large pink flower pinned to the waist. They are standing outdoors against a soft, hazy background.

Styles to make the most of pretty young figures, youthful small waists. Pils started winners in the season's pack of races. For now it is ill-

Why not add other machines due to your direct orders. If the total amounts to \$15 or more, Easy Terms are available, no credit back necessary.

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JUNIORS WANT COTTON SUITS

Because there's no artificial wearable from early morning to late days. Because there's no hole to get no oil to keep looking fresh all you do is love them. Don't get busy styles and washable fabrics. The wash on contact more are more.

Membership has everything at
your command on Easy Weeks
for the Inside Man, too.



40
 \$2.98
 [Text describing the book's content, including mentions of 'The Great Gatsby', 'The Catcher in the Rye', and 'The Sound and the Fury'. The text is partially obscured and difficult to read.]

[illegible]

\$2.98

\$2.98

Items marked with diagonal # on these two pages are shipped from Kansas City. Order and pay postage from the mail order house from which you received this catalog.

[illegible]

LIVE IN PINAFORES

So much cheer for so little money. They are the nation's choice for house-hold chores, cooking, gardening, marketing, and merriment. Crisp, washable pinafores in the most popular colors. All have snap tie back waists, all button all back for easy dressing, easy laundering. You can dress them up with our attractive blouses . . . see page 30 for some bright stars.



BUFFALO KILBURN—as a half-gal pinafore. Close white collar. 100% cotton. 10" bias band waist; your favorite floral skirt and more. A very reasonably priced skirt. Colors: blue and white or green and white. *Misses' sizes 12, 14, 16, 18, 20.* Two sizes wide size 16. All back and side snap. **47-17777**—Shipping weight, 5 pounds \$1.49

A FISH-SCALE PRINT is just the thing to start your day right. Dress this one to have morning pinups with some all-day fun. Greening. A big bargain at this low price. *Misses' sizes 12-14, 16-18, 20-22.* All back and side snap. **47-17777**—Shipping weight, 5 pounds \$1.49

THE FAMOUS "VICTORY APRON" even by the girls selling them here's favorite. The green, white and blue with your favorite pattern. A very reasonably priced skirt. Colors: blue and white or green and white. *Misses' sizes 12, 14, 16, 18, 20.* Two sizes wide size 16. All back and side snap. **47-17777**—Shipping weight, 5 pounds \$1.49

"BATHING" is a wonderful study color. A really dressy pinafore. 100% cotton. 10" bias band waist; your favorite floral skirt and more. A very reasonably priced skirt. Colors: blue and white or green and white. *Misses' sizes 12, 14, 16, 18, 20.* Two sizes wide size 16. All back and side snap. **47-17777**—Shipping weight, 5 pounds \$1.49

MONEY CHECKED Gingham—the kind of pattern that's so popular here. A very reasonably priced skirt. Colors: blue and white or green and white. *Misses' sizes 12, 14, 16, 18, 20.* Two sizes wide size 16. All back and side snap. **47-17777**—Shipping weight, 5 pounds \$1.49

A
\$1.59

B
98

C
\$1.69

D
\$1.98

E
\$1.89





HAVE A WHIRL IN THRIFTY COTTONS

Uniford® sizes 9 to 17



4) THE FLORAL BARQUE is suitable people find the festive-embroider in bright, bottom and back-shoulder pockets. Stock up with quilted style, your favorite waist size. Colored floral prints. *Uniford® sizes 9, 11, 13, 15, 17. See size guide, page 46.*
47 1/2 inch—blue size. *Uniford® sizes 9, 11, 13, 15, 17.* \$1.29

5) THE POLKA DOT DORIS is a new-looking people find up with colors white, black, grey, blue, based with attention to a waistline, with short before colors. *Uniford® sizes 9, 11, 13, 15, 17. See size guide, page 46.*
47 1/2 inch—blue size, pale. *Uniford® sizes 9, 11, 13, 15, 17.* \$1.00

6) THE CHECK DORIS is, look like cotton with has a new trend short (sleeve) with, white, black, red, blue, green, and white. *Uniford® sizes 9, 11, 13, 15, 17. See size guide, page 46.*
47 1/2 inch—blue size, pale. *Uniford® sizes 9, 11, 13, 15, 17.* \$1.00

7) THE STRIPED BARQUE is, look like cotton with has a new trend short (sleeve) with, white, black, red, blue, green, and white. *Uniford® sizes 9, 11, 13, 15, 17. See size guide, page 46.*
47 1/2 inch—blue size, pale. *Uniford® sizes 9, 11, 13, 15, 17.* \$1.29

8) THE BUTTERFLY TOP is, look like cotton with has a new trend short (sleeve) with, white, black, red, blue, green, and white. *Uniford® sizes 9, 11, 13, 15, 17. See size guide, page 46.*
47 1/2 inch—blue size, pale. *Uniford® sizes 9, 11, 13, 15, 17.* \$1.00

Garments marked & shaped from Cotton (C). Order and may contain from mid, color, from from white, or white, color, from. *Uniford® sizes 9, 11, 13, 15, 17.*



Be Measured

...FOR YOUR NEW DRESS, SUIT OR COAT

The generous size standards, widely found in better dresses, coats, and suits, have been adopted for all Sears garments. A recent U. S. Government survey of thousands of women's measurements has also helped in determining the size scales on below. This means that you can be more certain of proper fit when you order fashions from Sears. Study the variations between the Figure Types—give special attention to the hip measure, noted first in the tables below. This is important, as most garments generally fit the hips, and waist more loosely than the bust. Be certain of the right fit by measuring carefully—yet, get the most accurate results when you have some one measure you. Order the same size whether the garments are made of rayon, cotton, or wool.

Your measurements should be taken over slip or girl-wear; dress with belt removed, as illustrated.



Hip—measured 7 inches below waistline (about knee line) but not tight. (Suits and coats are purchased for size at this point.)



Bust—a natural or underlaid part of woman's neckline. Hold tape as taught as you would like to wear your garment in ease. Measure carefully.



Belt—to measure your fullest part with tape held free but not tight. Most tape shows an extra one to two size or is close down to belt.



Length—measured from "base" of back of neck, following curve of body to knee. Take in two inches—then mark by notch, repeat to hem.

REMARKS—1. Do not change the size for one inch variation in bust measure. ... 2. If hip and waist measure are between sizes, order size nearest to these two measurements.

ADULTS' GIRL SCALE The Adult Figure is slightly shorter than a Misses', but neckline is higher, the neckline slimmer. Garments are made to style the youthful figure of all ages.

Order Size	0	1	10	12	17	22
Hips are	33	34.5	36	37.5	39	40.5
Bust is	33.5	34.5	36	37.5	39	40.5
Waist is	30.5	32	33.5	35	36.5	38
Neck length	27.5	28.5	29	29.5	30	30.5

ADULTS' WOMAN'S SIZE SCALE Shorter Women are 5' than 5' 6". The Figure proportions are similar to the Misses', except for a slight variation in neck and low back to shorter height.

Order Size	14	16	18	20	22	24	26
Hips are	35	36.5	38	39.5	41	42.5	44
Bust is	35.5	36.5	38	39.5	41	42.5	44
Waist is	32.5	33.5	34.5	35.5	36.5	37.5	38.5
Neck length	28.5	29.5	30	30.5	31	31.5	32

ADULTS' WOMAN'S SIZE SCALE Short Women's Figure is shorter than the regular figure, but the proportions are similar to the regular figure. Garments are made to style the youthful figure of all ages.

Order Size	10	12	14	16	18	20	22
Hips are	33	34.5	36	37.5	39	40.5	42
Bust is	33.5	34.5	36	37.5	39	40.5	42
Waist is	30.5	32	33.5	35	36.5	38	39.5
Neck length	27.5	28.5	29	29.5	30	30.5	31

ADULTS' MISS SCALE Misses' Figure is well-developed but youthful looking. The women's slimmer. The Figure is well-proportioned through out. This average figure type has the widest choice of styles.

Order Size	10	12	14	16	18	20	22
Hips are	34	35	36	37	38	39	40
Bust is	34.5	35.5	36.5	37.5	38.5	39.5	40.5
Waist is	31	32	33	34	35	36	37
Neck length	28	28.5	29	29.5	30	30.5	31

WOMAN'S MISS SCALE The Woman's Figure is well-proportioned, mature figure with neckline slightly longer than in Misses' Figure.

Order Size	24	26	28	30	32	34	36
Hips are	40.5	42	43.5	45	46.5	48	49.5
Bust is	41	42	43.5	45	46.5	48	49.5
Waist is	38	39	40.5	42	43.5	45	46.5
Neck length	30	30.5	31	31.5	32	32.5	33

GRACIOUS LADY SIZE SCALE Gracious Lady's Figure is like the Woman's, except that the garment lengths are longer. Dresses are designed for older women.

Order Size	34	36	38	40	42	44	46
Hips are	42.5	44	45.5	47	48.5	50	51.5
Bust is	43	44	45.5	47	48.5	50	51.5
Waist is	40	41	42.5	44	45.5	47	48.5
Neck length	31	31.5	32	32.5	33	33.5	34



FOUR IMPORTANT STYLES . . each with the newest fashion tricks

Tailored and dressy types in fine quality creans each designed for wearability and to flatter women's sizes 34 to 44 **\$5.98** each

FIN TUCKING—Easy modest and streamlined jewel buttons across this popular shirt-bod. Good quality all-pique-type rayon lends itself to nice tailoring and the yoke flared back allows for extra comfort. (This popular 3/4 length sleeve, flared front skirt has a smart back. Dry cleanable.) Colors: flatter blue, black or beige brown.

Women's sizes: 34, 36, 38, 40, 42, 44. See scale, page 58. (Sleeve size, collar, 40 1/2-42 1/2-44 1/2, wt., 1 lb. 5 oz. \$5.98)

RAVEN CREPE ROMANE is a figure-flattering, easy-to-wear button front dress. Its features are highlighted by white unbuttoned shoulder which is detachable and the smart shoulder which gives a softer finishing. Soft fabric, buttons and belt. Skirt has unbuttoned front pleats, elegant back. Easy dress. Colors: Navy with red embroidered white collar. Women's sizes: 34, 36, 38, 40, 42, 44. To measure, see size scale on page 58. (Sleeve size, collar, 40 1/2-42 1/2-44 1/2, wt., 1 lb. 5 oz. \$5.98)

CRISP WHITE TOUCHES on the popular pulka dot rayon crepe combines to make this dress a fashion favorite for the spring 1943. The skirt simplifies easily from stored prices at sizes to bust, 36-inch back. The rayon is a lovely vest, bow and cuffs are detachable. Dry cleanable. Colors: Navy with white pulka dots or black with white pulka dots. Women's sizes: 34, 36, 38, 40, 42, 44. See scale, page 58. (Sleeve size, collar, 40 1/2-42 1/2-44 1/2, wt., 1 lb. 5 oz. \$5.98)

RAVEN JERSEY—fresh, moonlighting in a slinky print . . . a beautiful white and black fabric that drapes magnificently. New deep-plunging neck-line with shirring from the shoulder yoke for softer bodies. Easy swing to the 3/4-inch front skirt, 3/4-inch back. Soft fabric, belt and buttons. Dry clean. Colors: White ground floral print. Women's sizes: 34, 36, 38, 40, 42, 44. See size scale on page 58. (Sleeve size, collar, 40 1/2-42 1/2-44 1/2, wt., 1 lb. 5 oz. \$5.98)

Comments marked * shipped from New York. Order and pay postage from mail order house that sent this catalog.

☐ + PAGE 37D 6440532

Super
Value

Sears Famous \$4.98 Dresses

IN WOMEN'S SIZES

There's something special in these \$4.98 dresses. We've taken the same fine making and fabrics that skyrocketed our famous \$6.98 styles to national fame, and there's this new group of women's dresses. The simple, wearable styles that women want, fabrics of assured dependability, the value features of much more expensive dresses, all combine to make these styles that you can't afford to miss.

YOUR BEST BUY BECAUSE:

- Skirts . . . pleated and pressed tops with tailored waists, 30 to 34 per inch.
- Side Skirts . . . 14 inch allowance to allow for alterations when necessary.
- Skirts . . . 14 to 2 inches depending on the dress style, machine bound, lined.
- Waists, Yokes . . . double stitched and ribbon bound for extra durability.
- Pocket . . . 8 inch pocket with carefully concealed 3 bags, outer loop and eye.
- Belt . . . reinforced for longer wear. Belt loops neatly made of self fabric.
- Shoulder Pads . . . all neatly covered, padding stitched or hand-tacked.
- Sleeve Bottoms . . . all carefully stitched back, machine bound or hand bound.
- Belts . . . closely spaced and strong, for attached for maximum wearability.
- Finest . . . not dyed to match fabric.
- Fabrics . . . tested for washing or cleaning.



MALLINSON Bermuda Cloth

A smooth spun rayon fabric that feels and looks like silk.
In two exclusive new prints. Wash separately in gentle lye.

TUCKED-BELT and fullness under the shoulder yokes give the new white look to the popular button front dress. The stitched rimmed white over collar is detachable. The skirt has exposed front pleats, 1/2 inch back, full fabric belt and buckle.

Colors: Navy, Luggage brown, pastel green with white print.
Women's sizes: 34, 36, 38, 40, 42, 44. See size table at left of page. Style and color.
\$ 21 4-4222—Mug. wt., 1 lb. 8 oz. \$4.98

DOUBLE PLEATED bias cut skirt gives a broad new line to your favorite shirt dress. Comfortable soft fullness under shoulder yokes and flaring white collar with white trim, is detachable. Full fabric belt and buckle. Unusual, pressed skirt.

Colors: Luggage brown, pastel blue, pastel green with white print. Women's sizes: 34, 36, 38, 40, 42, 44. See size table at left of page. Style and color.
Mug. wt., 1 lb. 8 oz. \$4.98
4 21 4-4222 \$4.98

WOMEN'S SIZE TABLE

Dress Size	34	36	38	40	42	44
Waist size	28 1/2	30 1/2	32 1/2	34 1/2	36 1/2	38 1/2
Bust size	34	36	38	40	42	44
Skirt length	42	42 1/2	43	43 1/2	44	44 1/2

Complete measuring instructions page 274



CRISP RAYON CREPE

Fabric that follows to perfection
and washes like magic, see list

FLUORESC BLOOMED FRONT gives a new treatment to this well-tailored shirt-dress which also has smart rounded yoke in back. Unconcealed design on outside collar. Unconcealed pleated skirt. Unconcealed belt like belt. Hand-wash separately.

Colors: Champagne yellow, powder blue, powder rose. Women's sizes: 34, 36, 38, 40, 42, 44. See size scale on opposite page. Dark size and color. Shipping weight, 1 pound 8 ounces.

21 1 4200 \$4.95

RAYON SHANTUNG... wrinkle-resistant

This firm, rubbery weave is a great fashion favorite. Hand wash separately, see list

STITCHED TRIM with a new note in the flattering lines of this lovely button front dress. Fluster of fluster in fullest shoulder yoke. Skirt has stitched down, simple, back and front. Belt belt. Mark with specifications on opposite page. Colors: White, powder blue or powder rose. Women's sizes: 34, 36, 38, 40, 42, 44. See size scale on opposite page. Dark size and color. Shipping weight, 1 pound 8 ounces.

21 2 4200 \$4.95

DOUBLE STITCHING highlights the important features of this modified shirt-dress. Ornamental slash pockets. Flattering unconcealed front skirt and back. Belt belt and buckle.

Colors: Make with brown stitching, brown green with white stitching, navy with white stitching. Women's sizes: 34, 36, 38, 40, 42, 44. See size scale on opposite page. Dark size and color. Shipping weight, 1 pound 8 ounces.

21 3 4200 \$4.95

Comments marked in size shipped from New York. Order and pay postage from Sears and Roebuck and send this catalog.

See page 39... DAYDAYS



DRESSY SPRING STYLES in fine quality rayon fabrics

\$4.98 each

With the fine tailoring, details of more expensive dresses



ROSEBUD TYPE dress with the popular white shirtwaist trend in a fashion with women. One piece rayon knitwear in set all with contrasting buttons and white bands. French wide notched belt features at back. Openly flared rayon skirt with 3/4 length. The 3/4 sleeves are a beautiful length. A good dress for all occasions. Very desirable. Colors: Navy with white print, brown with white print.

Women's sizes: 34, 36, 38, 40, 42, 44, 46, 48. Check your size; we make on page 38. Size and color. Shipping weight, 1 pound, 8 ounces. # 21 2-4222—Style set, 1 lb. box, \$4.98

THE SHIRTS at waist and shoulder slant give soft balance over lines of this shirtwaist. Detachable white dress collar and cherry buttons (top notched) with the (post, rayon knitwear). Detachable belt with 3/4 length sleeves piped in white. French dress skirt has 3/4 length. 3/4 length back and full skirt. Very desirable. Colors: Navy with white print, brown with white print, white with white print.

Women's sizes: 34, 36, 38, 40, 42, 44, 46, 48. Check your size; we make on page 38. Size and color. Shipping weight, 1 pound, 8 ounces. # 21 2-4221—Style set, 1 lb. box, \$4.98



TRIMMED ALL-OVER PRINT in rayon fabric that is crisp-resistant. Extraordinary in fashion for rayon white collared-edge of buttoned front, short collar and white notched belt. Beautifully designed pleated skirt with 3/4 length. Colors in two sets shown, as well as the new style set and all rayon long. Very desirable. Colors: Navy with white print, brown with white print.

Women's sizes: 34, 36, 38, 40, 42, 44. Check your size; we make on page 38. Size and color. Shipping weight, 1 pound, 8 ounces. # 21 2-4223—Style set, 1 lb. box, \$4.98

PURPLE TRIMMED rayon, top Ro-mantic in a dramatic dress you can wear for all occasions. Shoulder straps with a soft decorative knot to the waist. Colors in two sets shown, as well as the new style set and all rayon long. Very desirable. Colors: Navy with white print, brown with white print.

Women's sizes: 34, 36, 38, 40, 42, 44. Check your size; we make on page 38. Size and color. Shipping weight, 1 pound, 8 ounces. # 21 2-4224—Style set, 1 lb. box, \$4.98